



Customer Engagement

Customer Contact & Interaction Management

EngageOne® Converse

Upgrade your customer communications with automated, data-driven 1:1 messaging

The explosive growth and popularity of messaging platforms is changing the way we communicate in our daily lives. It's also changing how people expect to interact with businesses.

Over 2.5 billion people worldwide have at least one messaging app. Analysts estimate that number will grow to over 3.6 billion over the next several years. (Source: Activate¹.)

Messaging is not just for personal use. Over one billion messages are sent between people and businesses each month on Facebook Messenger (Source: Facebook².) It's easy to see why: Direct messaging a business is a fast, convenient way for people to enquire about products or services, contact customer service and more.

¹https://www.slideshare.net/ActivateInc/activate-tech-and-media-outlook-2016/16-Messaging_dened_as_communicating_primarily

²<https://www.facebook.com/business/news/find-and-contact-businesses-on-messenger>

Over 2.5 billion people currently have at least one messaging app installed

In today's competitive marketplace, your customers expect to communicate with you when, where, and how they want. It's in your company's best interest to keep your customers engaged because they're more likely to:

- Purchase from you.
- Upgrade or buy additional products or services.
- Refer more customers.

Better conversation drives deeper engagement.

Compete for customer attention and loyalty in a time of digital transformation, omnichannel communication, and escalating customer expectations. We can help.

EngageOne Converse helps you engage your customers in an

automated fashion, at scale, with personalised 1:1 communications. It's optimised for messaging channels— from Facebook Messenger, to your own website or portal, and beyond.

These automated conversations work seamlessly across channels, utilising

real-time customer data and location information. Now, you can quickly deliver cost-effective, interactive, real-time digital self-service while reducing your call centre costs. Plus, you'll improve your dialogue and understanding of your customers, enabling superior service.



With EngageOne® Converse, you can:

- Deflect customers from expensive live agent support to cost-effective automated conversations.
- Expand self-service to emerging digital channels including your existing mobile app.
- Identify gaps in your knowledge bases by analysing customer conversations with your chatbots.
- Drive new revenue by increasing customer satisfaction, loyalty and retention.

Pitney Bowes is uniquely positioned to bring you the software needed to create superior conversational experiences as well as the data, location information and video capabilities required to create a truly robust omnichannel solution.

Benefits	Features
Easy to use	<ul style="list-style-type: none">• Browser-based design studio• Intuitive drag and drop interface• Created with the business user in mind, enabling you to make and deploy changes without waiting on IT
Rapid time to value	<ul style="list-style-type: none">• Pre-configured bots for specific, high-value use cases• Resuable templates and dictionaries that can be customised to suit your unique needs• Testing simulator to preview changes prior to deployment
Reach customers where they are	<ul style="list-style-type: none">• Deploy to Facebook Messenger, web, portals, mobile, and more• Leverage channel-specific UI elements for more natural-feeling conversations• Utilise location data and other enhanced datasets to create a more personalised customer experience
Provide a human touch	<ul style="list-style-type: none">• Natural language processing maps your customer's intent to the right answer• Escalate bot conversations to live agents with context• Get insights into your customers with conversational analytics
Security and reliability	<ul style="list-style-type: none">• Scalable and reliable system• Design studio hosted in the cloud• Chatbots deployable on-premise
True omnichannel solution	<ul style="list-style-type: none">• Upgrade your conversational experiences with Interactive Personalised Video from EngageOne® Video• Enhance your conversational experiences with location data, demographic data, and other Pitney Bowes data products

To learn more about how EngageOne Converse can improve your omnichannel customer engagement strategy, contact us today for a free demo.

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